



Magazine

APRIL 1961



By Brian Inglis

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The I C I Magazine

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Contributors



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Brian Inglis, guest writer of this month's "Point of View" feature, is editor of the "Spectator." During the last war he was a Squadron Leader in the RAF, piloting Coastal Command flying boats. Since then his many activities have included working on the "Irish Times," the "Sunday Times" and the "Daily Sketch," lecturing in applied economics at Trinity College, Dublin, writing three books (two on Ireland and one on medicine), and commenting for the past four years on Granada TV's programme "What the Papers Say."



F. J. Siddle is a joint managing director of Fibres Division. He has been with ICI since leaving Leeds University in 1930, when he joined Dyestuffs Division at Blackley. He left Dyestuffs Division in 1953 to become managing director of 'Terylene' Council.



Glyn Williams is senior agricultural development officer for Northern Region. He holds a degree in agriculture of the University College of North Wales, Bangor, and worked for three years on the advisory staff of the College before going to Yorkshire in 1943 as advisory officer for the War Agricultural Executive Committee. Later he became grassland officer for the National Agricultural Advisory Service in Yorkshire. He joined ICI Northern Region in 1950.

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FRONT COVER: Full sail ahead with a 'Terylene' spinnaker. Photo by A. J. Bal, ICI (Holland)
(Taken with Rolleicord camera, Ektachrome film, 1/250 sec. at f.5.6)



AT the time of the death of the *News Chronicle* I was often asked how the weeklies—journals of opinion, like the *Economist*, *New Statesman* and *Spectator*, whose circulation is numbered in tens of thousands—could continue to flourish at a time when a newspaper with a seven-figure circulation was unable to make ends meet. The answer can be found in some figures the *Guardian* gave last month, when the national dailies were putting up their price from 2½d. to 3d.

THE cost of an average-size issue of the *Guardian*, it said, is tenpence or more; newspapers today have to rely for as much as two-thirds of their revenue on advertising. And what matters to advertisers is not the size but the pulling power of a circulation.

In theory, a newspaper could bankrupt itself by attracting too many readers and selling too many copies unless it could also sell more advertising space (or the same space at higher prices); because most newspapers sell at an uneconomic price—far less than the cost of production. But for some reason I cannot pretend to explain, people have always been prepared to pay more, often considerably more, for magazines. Habit, I suppose, must be

responsible; the fact that until so recently a newspaper could be bought for a penny (or even a halfpenny) makes people resent the idea of paying much more. But when the *Spectator* was founded in 1828 it cost 9d.—the equivalent in present-day currency of half a crown: and—fortunately for the weeklies—the public's willingness to pay more for less has continued, which means that they do not have to rely so heavily on advertising.

Nevertheless they do rely on it, for their prosperity if not for their existence. And for obvious reasons they find it harder to get. They can attract relatively little consumer advertising (of the kind directed to making you buy Brand A rather than Brand X next shopping day) because of their relatively small circulations. Instead, they have come to depend on what is known in the trade as "institutional" and "prestige" advertising.

THERE may be a distinction between these two, but they are both designed to give a firm a good name (or keep it, if the firm already has one) so that the informed public regard it as solid, worthy and respectable. The big corporations have a further objective: they like to explain what they are

trying to do, and why, in their advertisements, rather than simply use them to sell their products.

Prestige advertising is sometimes sniffed at by agents, who feel that their client's money is misspent on such woolly long-term aims as national good will. But anybody who remembers the fear and resentment that tinged references to big business between the wars will admit that there is a pronounced contrast today, when no such ill feeling exists; and this, I suspect, is largely due to the decision of many firms to take the public into their confidence. It is really a matter of public relations rather than of advertising.

IN any case, whatever its value to industry, there can be no disputing the benefit that prestige advertising has brought to the weeklies—and, indeed, to the whole quality press. What it amounts to is a huge hidden subsidy to the reader of serious journals. If it did not exist, either their size would have to be drastically cut or their selling price would have to be doubled: in some cases, trebled. That is why the idea of a tax on advertising is viewed by editors and managers in and around Fleet Street with such disfavour.

The opinions expressed in this article are not necessarily those of the Company

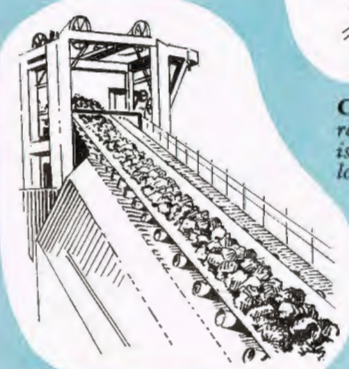


Ninety per cent of all sails at the recent London Earls Court Boat Show were of 'Terylene.' They have five times the tear strength of cotton. 'Terylene' is the only synthetic fibre which keeps its full strength when wet

Safety belts are a "natural" for 'Terylene.' Its webbing gives sufficiently to absorb shock yet does not allow the body too much freedom



Conveyor belting reinforced with 'Terylene' is stronger and lasts longer



'Terylene' trawl nets are widely used because they are light enough to reduce resistance to towing yet strong enough to withstand the strain



'Terylene' thread often works out cheaper than cotton or linen because, although the same price or dearer per pound, a thinner thread can be used



Oil hose reinforced with 'Terylene' is now being used by the Admiralty for refuelling ships at sea. The hose floats and replaces the conventional method of a hose strung across on wires

TERYLENE OUT OF DOORS

Terylene[®] SPANS THE WORLD

Growth rate of polyesters now exceeds that of any other man-made fibre

By F. J. Siddle

Twenty years ago 'Terylene' polyester fibre* was discovered in an English laboratory. Its success has been phenomenal. This is an appropriate moment to sit back and ask "Where has it got to? How did it get there?"

TWENTY years ago, by a piece of inspired reasoning that has become almost a legend in chemical history, Whinfield and Dickson discovered 'Terylene' polyester fibre. Today some 50 million pounds of 'Terylene' a year is made by ICI in Britain, while production of polyester fibre in other countries approaches 250 million pounds a year—a rate of growth unprecedented in the short history of man-made fibres.

By any standards 'Terylene' and its overseas relatives are a phenomenal success. But what still puzzles some people is: how did ICI know for sure that this discovery was going to be a winner?

The answer to this question may be a little disillusioning to anyone who imagines that we are blessed with second sight. For the fact is that no one can tell for sure how a new discovery will turn out. No matter how carefully it has been evaluated in the laboratory and in user trials, some unforeseen snag in manufacturing, in intrinsic properties, or in marketing, may turn up. 'Terylene,' therefore, was not a sound commercial plum that fell into our laps, ready for eating. When it was made available to ICI by the Calico Printers Association it was no more than

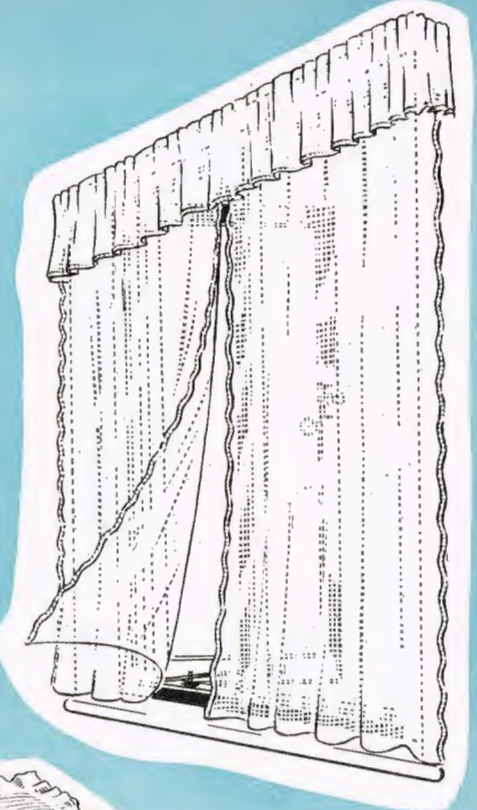
*Polyester fibres are sold under many trade names other than 'Terylene': 'Dacron' and 'Fortrel' in U.S.A., 'Trevira' and 'Diolen' in Germany, 'Tergal' in France, 'Terlenka' in Holland, 'Terital' in Italy, 'Tetoron' in Japan, and 'Elana' in Poland.

an interesting laboratory project. There was a great deal of heart-searching, much writing and reading of technical and commercial appreciations, much experimental work, much balancing of risks against potentialities before money was made available for manufacture on a large scale. And at the end of it all the decision to go ahead was a gamble that could only have been taken by a company of ICI's size and stature.

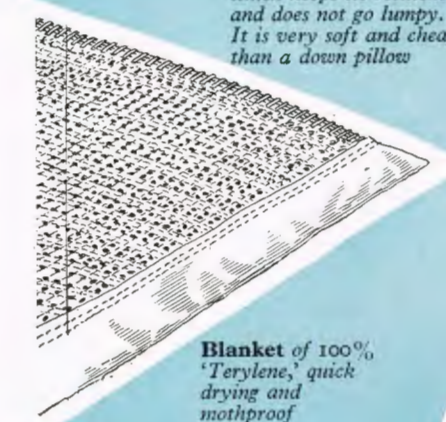
Making a success of a new material like this, whatever its virtues (and we knew from the first that 'Terylene' had many), is a bit like trying to roll a massive boulder along a bumpy cart track. It needs a tremendous push to start with—but not so tremendous that it will run away from you. Then you must keep up the pressure unrelentingly, making sure all the time that you're steering in the right direction. If you're tough enough, and you've managed to avoid all the potholes and hazards, you finally arrive—slightly out of breath—at the comparatively smooth major road that leads to success.

As with the boulder, our first problem was to get 'Terylene' moving. Before we could sell it to the buying public we had to make it known and trusted by the textile industry, which is really a complex of widely differing industries. Nature produces an almost infinite variety of fibres—flax, cotton, wool of various kinds, sisal, hemp and so

Net curtains of 100% 'Terylene.' Far more 'Terylene' net curtains are sold than of other material. They are virtually unaffected by sunlight or smog



Terylene' pillow. The stuffing in this pillow is 'Terylene' staple fibre, which keeps its resilience and does not go lumpy. It is very soft and cheaper than a down pillow

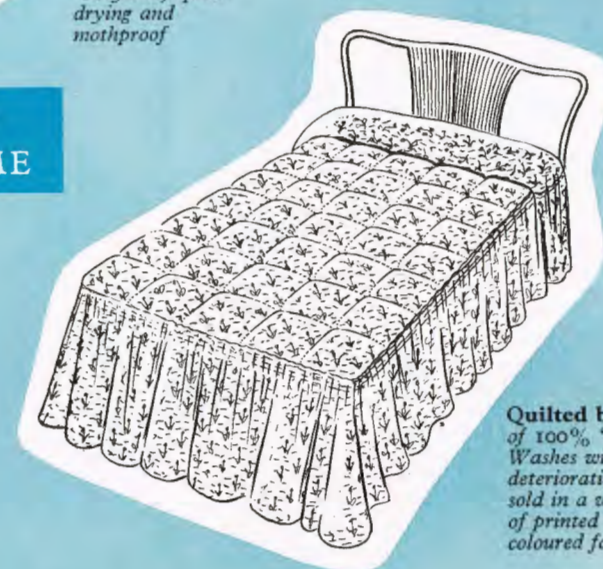


Blanket of 100% 'Terylene,' quick drying and mothproof



Lace tablecloth of 100% 'Terylene,' easily laundered

TERYLENE IN THE HOME



Quilted bedcover of 100% 'Terylene.' Washes without deterioration and sold in a wide range of printed and coloured fabrics



on; and man in his ingenuity has built up a complex of industries to make these fibres into materials for wearing and using in a thousand and one different ways. With 'Terylene' we presumed to outdo nature, and we had to persuade every aspect of the textile industry that here was a good and profitable thing.

Long Haul

The road from fibre manufacturer to consumer is a long and devious one. Between the time 'Terylene' fibre leaves Wilton Works and the time you see it in the shop window in the shape of a skirt or a suit it may have passed through the hands of as many as nine different specialist firms, including a comber, a dyer, a recomber, a spinner, a weaver, a finisher and a garment maker. Each of these people has a living to make, and none of them is going to take up a new fibre just to please the manufacturer. Each had to be convinced that it was worth while to modify his machinery to accommodate 'Terylene,' while for our part we had to be prepared to produce 'Terylene' in forms acceptable to them all.

This meant that ICI, a chemical company, had to become expert in all the complexities of the textile

industry. You can imagine what this involved in terms of practical trials, meetings, discussions, experiments, constant to-ing and fro-ing between ICI and the woollen mills of Yorkshire, the cotton mills of Lancashire and the linen mills of Northern Ireland. All this took place while 'Terylene' I, the first 11,000,000 lb. a year plant at Wilton, was under construction.

Commercial Challenge

So the boulder moved. Then we had to keep it moving, and in the right direction. From being a purely technical exercise it became a commercial one. Most of the materials sold by ICI disappear into the processes of other manufacturers, the nature and quality of whose end products is really none of our business unless they wish it to be. One of the most far-reaching decisions we made about 'Terylene' was that it should retain its identity and trade name all along the line, from the time it left Wilton to the time it appeared in the shops. This allows the various processors involved to benefit from the ICI 'Terylene' trade mark, with all it means in terms of quality and integrity; and it also places on us, fairly and squarely,

Men's clothes make use of 'Terylene' because it is long lasting and because it holds its crease. Suits, raincoats, sweaters, shirts, slacks and ties are in 'Terylene' mixtures



the responsibility for seeing that not only the raw fibre, but the finished products in the shops, live up to the claims we make for 'Terylene.'

Open almost any daily paper and you will see what I mean. "Nowadays," reads one of our current advertisements, "curtains are crisper and finer and smarter and 'Terylene.' These curtains hang perfectly, always; wash easily; need little ironing; won't shrink or droop; last for ages. All this, built in for life!" Then there's a significant footnote: "Always look for the 'Terylene' symbol. It's your assurance that curtain net made from 100% 'Terylene' will look new all its long life."

Quality Control

We wouldn't make these claims if we didn't mean them. And you can see what they entail: strict control of quality at every stage of processing. If the buying public now accepts our claims for 'Terylene' at their face value, it is because we have succeeded in convincing the various operators that the quality standards we set up are an essential part of the combined operation.

The marketing operation, whether it is to broaden our existing sales front or to introduce a new end use, is a complex one, the essence of which is timing. The buying public must be informed at the proper time. This means publicity. The retail buyer, who works to a very tight budget, needs convincing that what he buys will sell readily. The fibre manufacturer must therefore be able to forecast general fashion trends up to twelve or eighteen months in advance, plan accordingly his national publicity campaign, and advise the retailer of the nature and extent of his plans at least six months in advance of the selling season. To give a simple example, it would not further sales to mount a promotion for heavy, soft woollen-type fabrics if future fashion was found to be based on lightweight, hard-twist worsteds.

Key to Promotion

The garment maker plays a very important part in promotion. His enthusiasm for a particular line gives confidence to the fabric manufacturer to embark on new ranges of fabrics and lends further support to the retailer, already informed of our promotional plans, who can now see the shape of the new development in concrete form.

This analysis could be expanded to other sections of the industry. The main point I would make is that at all the halts along the textile road we as fibre manufacturers are involved technically in the early stages

(Continued on page 122)



Women's fashions have now been penetrated by 'Terylene' mixtures with cotton, linen or wool. Prices range from 16 gns. for a 'Crimplene' dress and jacket to 12½ gns. for a 'Terylene'/linen suit, £10 for a 'Terylene'/worsted suit and 75s. for a 'Terylene'/wool skirt

People and events . . .

ICI in the Common Market

THE news released on 1st March that ICI has decided to begin manufacturing operations on a substantial scale within the European Common Market, starting with a £100 million project at Rotterdam, made headline news. (Press comments on page 131).

Negotiations for a 300-acre site near Rotterdam are well advanced, and if these are satisfactorily completed the Company intends to build on the site plants to manufacture petroleum che-

micals, including plastics and related products. Construction is expected to begin early next year.

Why Rotterdam? **Mr. Douglas**

Bell, interviewed on Radio Newsreel, gave the following reasons. He explained that quite a number of factors had influenced the choice. "We had to bear in mind the availability of water—the chemical factory today uses enormous quantities of water. We had to think of the disposal of effluent—that means you have got to be near the sea, and preferably near an estuary. We had to think of raw materials and shipping, fiscal and political factors. And one thing came out of all these studies, that by any standard Holland ranked high and Rotterdam in particular had a great deal to offer."

New Board . . .

DETAILED plans for starting large-scale operations in Europe have been in preparation since last July, when a European Council was set up. This has now been established as an operating board, with **Mr. Bell** as chairman. Other members include **Dr. S. B. Cormack**, former development director of General Chemicals Division as technical director; **Mr. B. R. Goodfellow**, former head of India Department, Millbank, as technical-commercial director; and **Dr. E. D. Kamm**, former overseas director of Fibres Division, as development director.

. . . and New Chairman

Mr. Douglas Bell, who relinquishes this job as commercial managing director of Heavy Organic Chemicals Division to head the new European Council, is 46. He has spent half his life and almost all his working life with the Company, which he joined after a few months with the War Department, having graduated from St. Andrews.

He went first to Dyestuffs Division for six years and then in 1943 moved



Mr. Bell

Southern Region, where he became in 1946 the regional sales manager for dyestuffs. He was transferred to Billingham Division in 1953 as organic chemical sales director and in 1955 was appointed commercial joint managing director. In 1958 he became commercial managing director of the newly formed HOC Division.

While at university and for many years afterwards he played a good deal of rugby football but "now plays golf rather badly and gardens rather well". He is currently house-hunting in Surrey and will be travelling frequently between London and Rotterdam.

New Rail Chief

ON 15th March **Mr. Ernest Marples**, the Minister of Transport, announced in the House of Commons the appointment of **Dr. Richard Beeching**, ICI Technical Director, as chairman designate of the new Railways Board, which will be responsible for British Railways after the break-up of the British Transport Commission.

"The Government considers it fortunate that **Dr. Beeching** is prepared to interrupt his career with Imperial Chemical Industries for a period of five years to take up this especially challenging task," said **Mr. Marples**, and he went on to thank ICI for agreeing to release **Dr. Beeching** for the job. **Dr. Beeching** is at present working part-time for the BTC and will take over on 1st June from **Sir Brian Robertson**, the present chairman of the BTC, who is retiring. He is to get the much-publicised salary of £24,000 a year gross, which is £6500 after tax.

Dr. Beeching joined ICI in 1948 after being Deputy Chief Engineer of Armaments Design at the Ministry of Supply during the last war. After three years on the staff of **Sir Ewart Smith**, who was Technical Director at the time, he became a member of the 'Terylene' Council. In 1953 he went to Canada as a vice-president of ICI (Canada) to start the 'Terylene'

organisation there. Two years later he returned home to be chairman of Metals Division and then, early in 1957, was appointed to the Main Board. Last year **Dr. Beeching** was appointed a member of the four-man advisory committee set up to study the reorganisation of the railways.

As we go to press we learn of the appointment of **Mr. Harold Smith**, chairman of General Chemicals Division, to succeed **Dr. Beeching** as technical director and of **Mr. Michael Clapham**, chairman of Metals Division, as an overseas director of the Company in place of **Dr. J. S. Gourlay**. **Dr. Gourlay** takes over responsibility of the Alkali and General Chemicals Group.

Dr. Craik Retires

AFTER nearly 34 years with the Company, **Dr. James Craik**, chairman of Nobel Division since April 1955, retired at the end of March. He has been succeeded by **Dr. John M. Holm**.

Before joining Nobel Division **Dr. Craik** had a distinguished academic career at St. Andrews University, and from 1925 until 1927 he worked at Cornell University as a Commonwealth fellow in chemistry.

He joined the Nobel board as director in charge of home sales control and distribution in 1948, and later he was seconded for nearly eighteen months as a deputy to the manager of Southern Region. On returning to the Division **Dr. Craik** was associated with commercial matters until his appointment as a joint managing director (technical) in 1952. He became a joint managing director (commercial) in June 1954 and chairman ten months later.

★ ★ ★

In the years of his chairmanship the Division has had to overcome many difficulties caused by the changing pattern of its traditional trade, and there has been expansion of chemical production not related to explosives manufacture.

Dr. Craik has been active in business and public life outside ICI. He is president of the Scottish Council of Physical Recreation and vice-president of the Scottish Industrial Sports Asso-

ciation, a vice-president of the Society of Chemical Industry (for two years he was chairman of the Glasgow section of the Society), a governor of the Royal College of Science and Technology, Glasgow, and a director of the Glasgow Chamber of Commerce.

Dr. Craik is retiring to Aberdeenshire. He says he will take a businessman's interest in the farming of Whitehaugh on the Don, near Alford, which carries some shooting, a stretch of fishing, and farmland that supports a herd of pedigree Ayrshires. The farm will be managed by his son.



Dr. Craik

Dr. Holm

Dr. Holm Takes Over

Dr. Holm, who has succeeded **Dr. Craik**, is a graduate of Glasgow University and a Glasgow man. He graduated with first-class honours in physics in 1929 and in 1932 gained a PhD for research work on flame propagation. After a short period in the research laboratories of the General Electric Co. at Wembley, he joined Nobel Division Research Department in 1934.

He was one of the many men seconded from Nobel Division to assist the war effort, and in August 1940 he joined the Ministry of Supply in London, where he served until July 1945 in the DGX department, becoming deputy director of explosives. In that post he was responsible under the director-general for the co-ordination of supplies of all propellants and high explosives for the British forces.

Back at Ardeer he became an assistant research manager early in 1948. About a year later he moved to Division headquarters in Glasgow as assistant operating manager, and he became deputy operating manager in September 1952.

His first appointment to the Nobel



The Chairman and Mrs. Chambers with **Mr. J. M. Lall**, chairman of ICI (India), and **Mrs. Lall** on arrival at Banaras Airport during the Chairman's visit to India and Pakistan. The plane in the background is an Indian Airlines Dakota, which was on charter to ICI (India). The garlands were provided by ICI distributors, some of whom appear in the picture, who later held a reception and gave the Chairman an address of welcome.

IN BRIEF

Plans for Billingham. As we go to press, plans have been announced for modernising a large section of Billingham factory during the next two years at a cost of more than £6 million.

Brazilian Agreement. ICI has agreed to grant to Companhia Brasileira Rhodioceta, a subsidiary of Soci  t   Rhodioceta, France, exclusive patent rights for the manufacture in Brazil of polyester fibre.

New Laboratories. General Chemicals Division announced last month its plans for building new research laboratories at Runcorn Heath on the same site as the future headquarters of the Division, which is being moved from Liverpool. The architect is Mr. F. Gibberd.

Another Newspaper. The latest addition to ICI journals at home and abroad is *Colombo News*, a four-page newspaper for the employees of ICI Export's Ceylon branch. The first edition appeared in February commemorating Mr. Chambers' visit.

Safety Belts for Australia. The Snowy Mountains Development Authority of Cooma, New South Wales, has recently ordered 1600 'Terylene' car safety belts from Britax Ltd. of Surrey. Many types of belts from all over the world were studied by the Australians, but only the 'Terylene' Britax one met all the stringent requirements.

Flying the Flag. When ICI recently held an exhibition in Santiago, Chile, to show their range of 'Procion' and 'Procinyl' reactive dyes, the Chilean national flag flying outside the exhibition had been specially woven from 'Procion'-dyed yarn. After 320 hours of exposure to the weather, the flag still retained its pristine beauty and fullness of colour.

More Polypropylene and PVC. Within four months of the opening of the polypropylene plant at Wilton, Plastics Division announced (on 10th March) plans for doubling the output to 22,000 tons a year. The new extensions are expected to be completed in about eighteen months' time. Plans for expanding pvc capacity at Hillhouse Works near Blackpool from the present figure of 70,000-80,000 tons a year to 115,000 tons by the beginning of 1963 were announced by the same Division a few days earlier.

Chargehands. It was announced last month that many of the senior chargehands in the Divisions are to be offered transfers to staff status as assistant foremen. Selection for the new grade depends on the nature of the job being performed and not on personal merit.

Careers Booklet. A *High Degree of Engineering*, the second in ICI's new series of recruitment booklets which aim to give a down-to-earth picture of jobs and prospects in the Company, has appeared. It has been written by Mr. F. B. Roberts, onetime Lt.-Col. in the RAOC and REME and now editor of *Engineering*, and is based on interviews with 200 ICI engineers. Copies are available from Recruitment Section at Millbank.

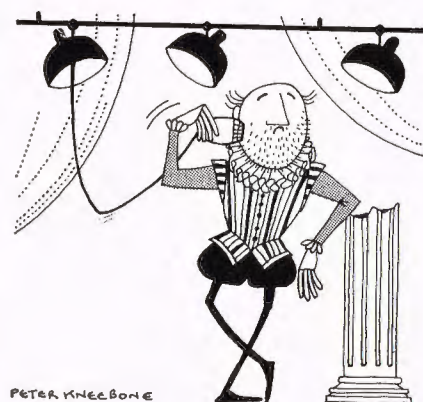
board occurred in November 1952, when he took charge of special projects. Shortly after he became production director. He was appointed a joint managing director in April 1957.

Dr. Holm's favourite form of relaxation is cruising in a motor yacht on the estuary of the Clyde and among the Western Isles. He also has more than a passing interest in ornithology, and he is an enthusiastic gardener.

£30 Shave

A BILLINGHAM fitter, Mr. Fred Humphreys, made a brief appearance on the stage of the Globe Theatre, Stockton, recently—to shave!

His "act" was part of a campaign to raise money for the British Empire Cancer Research Fund and had been



organised by a firm of electric shaver manufacturers. Mr. Humphreys had agreed to let his beard grow for a week, and for sixpence a go people had the chance to estimate how long he would take to shave it off.

The time was 2 min. 16 sec., and four people gave it correctly. The shave raised £30 for the Cancer Research funds.

Mrs. Humphreys' comment: "A ticklish business while it lasted."

Half-century

FIFTY years' service in ICI is no longer a rarity, but it is seldom that a woman stays the course for such a long period. Miss Ida Hall of Metals Division achieved this milestone on 23rd March, a record of which she is proud, and which is a distinction even in a family which has a tradition of loyalty to ICI and a number of long

service watches and clocks in its possession. Ida's father, brother and sister can boast 38, 28 and 26 years' service respectively, and an uncle, brother-in-law and five cousins were all for a considerable portion of their working lives employees of ICI.

Ida came to Kynoch Works in 1911, when she was just 14. She then earned her 5s. a week by the hand assembly of brass heads and tin linings for sporting cartridges. Methods of manufacture have changed a lot over the years, and Ida watched these improvements and adapted herself to the new conditions with interest and enthusiasm. When her old job became fully mechanised a few years ago she was transferred to the reject sorting section.

For her 50-year gift she has chosen a studio couch for the sitting room at home.



Miss Hall

To head FAO Project

THE Food and Agriculture Organisation of the United Nations is carrying out a world-wide programme of fertilizer demonstration trials and related activities in underdeveloped countries, with the object of increasing food production in the countries that need it most. The programme is financed by donations from international fertilizer organisations, including the Centre d'Etude de l'Azote (through which ICI participates), the donations being the contribution of the world



Dr. Richardson

fertilizer industry to FAO's Freedom from Hunger campaign. The project manager of the fertilizer programme will be Dr. H. L. Richardson, head of Billingham Division's Agricultural Overseas Section and president of the Fertilizer Society. He is being seconded by the Company to FAO for two years, and took up his duties in Rome on 1st March.

FAO has already been doing similar work on the rice crop in Pakistan and south-east Asia. The new programme is to be carried out in the Near East, West Africa and northern Latin America, the trials including the principal food crops and annual economic crops like cotton. The fertilizer programme will be accompanied by advisory and extension work among the peasant farmers, to persuade them that fertilizers are an effective way of increasing both the yields of crops and their own income.

Glasnant to Close

METALS Division has decided to close Glasnant Works, Swansea, which has been operating since 1952, and to concentrate slide fastener manufacture at the existing 'Lightning' Fasteners factory at Witton. The changing pattern in the highly competitive slide fastener industry is leading to an increase in the demand for low-priced grades of fastener.

To compete in this important market and to maintain its leadership in high-quality fasteners, Lightning Fasteners has tackled the problem of mounting production costs in recent years by progressive mechanisation. As a result of this capital investment, fewer people and substantially less factory space are now needed to maintain current output. Concentration on a single site will improve efficiency and avoid duplication of management organisation and services.

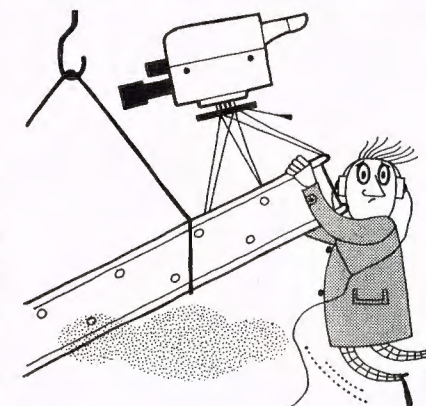
Witton was chosen after very careful consideration because spare buildings and services are available there, whereas concentration at Glasnant would have meant costly additions to factory buildings and services.

The closure will take place over the next 18 months. All possible steps are being taken to help released employees to obtain other work. Wherever possible preference will be given to Glasnant employees for jobs expected to become available in other ICI factories, and a considerable number of women are expected to be found employment nearby with a well-known clothing firm who are extending their interests in the Swansea area.

Topped Off

AT 12.15 p.m. on 31st January a two-ton canary-yellow beam rose above Dorchester Boulevard, Montreal. Its destination was the 34th—and top—floor of CIL House, which will, when completed, house about 5000 people. It was the last of 12,000 tons of steel used in the construction of the new building's skeleton.

A "topping off" ceremony was held on the fourth floor of the new building,



where specially invited guests watched via seven closed-circuit television sets the last beam being fastened in place. Three more television receivers on the observation platform in front of the building provided passers-by with a close-up view of the occasion.

The 436 ft. structure, in which CIL will occupy 14 floors next year, is at present Montreal's highest skyscraper.

The newly completed structural steel frame is said to be the largest all-welded structure in the British Commonwealth, and the architect claims that unlike older skyscrapers, this one will be virtually free of sway, and the top of the building won't budge in a high wind.

£400 Brainwave

A £400 cheque changed hands in the heavy maintenance workshop of Polythene Works at Wilton on 1st February, when Dr. R. G. Heyes, Plastics Division production director, presented it to Mr. Kenneth Davidson, a chargehand instrument artificer, for a suggestion which will reduce costs in the field of reaction temperature measurement. It is the second highest amount ever awarded at Wilton.

Mr. Davidson's latest suggestion—he has previously received awards for about 15, all under £5, in his seven years with Polythene Works—was described by Dr. Heyes as a fairly simple one. The best suggestions, Dr. Heyes pointed out, almost always are.

Briefly, the modifications suggested will result in expensive cable connected

PEOPLE

John Holden, a 19-year-old apprentice instrument artificer at Plastics Division's Hillhouse Works, and **John Fletcher**, 19-year-old apprentice fitter in the Research workshops at Billingham, have been chosen to be members of the 1961 Expedition of the British Schools Exploring Society to Arctic Scandinavia.

Mr. Clifford Paine, ICI Group C director, was among the new Fellows recently elected by the council of the Royal Society of Arts.

It is announced with deep regret that **Mr. W. J. Ramsay**, who at the time of his retirement in September 1960 was secretary of Scottish Agricultural Industries, died suddenly on 15th February.

The Senate of the University of London, on the recommendation of the University College Committee, has conferred the title of Fellow of University College, London, on **Mr. C. M. Wright**, personnel director of ICI.

Mr. S. W. Buglass, youth supervisor at

Plastics Division's Hillhouse Factory, is a member of the new Central Advisory Council for Education in England under **Lord Amory's** chairmanship.

Prudhoe Stores driver, **Mr. Fred Lawson**, was one of four judges in the poultry section at the recent Scottish Dairy Show held in Glasgow. A breeder of prize-winning bantams since he was at school, he has been a member of the Old English Game judges' panel for almost twenty years.

Once again the mayor of Fleetwood is to be an ICI man. He is **Councillor W. J. Wheeler**, an employee in the 'Corvic' laboratories at Plastics Division's Hillhouse Works.

Mr. R. L. Johnston, Works chief inspector on Polythene Works, Wilton, has been awarded the Sir Henry Fildes Medal for 1960 together with £20 by the Institution of Works Managers. The award is based on work done during a two-year Works Managers training course (evening classes) which Mr. Johnston has carried out at Constanine Technical College, Middlesbrough.

to high-temperature thermocouples—used to transmit temperatures to instruments—being replaced by cheaper material.

Asked by Dr. Heyes how much he was expecting, Mr. Davidson said he had heard whispers that it might be about £340. The Production Director then stated that the actual award was £390 and had been stepped up to £400. A preliminary award of £5 had been made last June.

How will he spend the money? "Well, I have a wife and three children . . .," said Mr. Davidson.

50 YEARS' SERVICE

The following employees have completed 50 years with the Company: **Alkali Division:** Mr. H. Blackhurst, Winnington Works (17th March); Mr. G. Dickens, Wallerscote Works (17th March); Mr. H.

Jones, Winnington Works (20th March); Mr. J. Smart, Winnington Works (17th March). **General Chemicals Division:** Mr. P. Gill, Castner-Kellner Works (28th February). **The Regions:** Mr. W. H. Lewis, Netham Depot, Bristol (7th March).

APPOINTMENTS

Some recent appointments in ICI are: **Dyestuffs Division:** Mr. J. D. Rigg, Director (responsible for Sales jointly with Dr. H. Samuels). **European Council:** Mr. D. M. Bell, Chairman; Dr. S. B. Cormack, Technical Director; Mr. M. G. Davis, Finance Director (part time); Mr. B. R. Goodfellow, Techno-Commercial Director; Dr. E. D. Kamm, Development Director; Mr. T. E. Smith, Secretary. **Fibres Division:** Dr. E. R. H. Davies, Overseas Technical Manager. **General Chemicals Division:** Dr. D. S. Davies, Research Director; Mr. R. B. Driver, Commercial Director (jointly with Mr. A. F. C. Speyer); Mr. J. V. S. Glass, Technical Director; Mr. W. C. Lyle, Development Director; Mr. H. Shaw, Operations Director. **Plant Protection Ltd.:** Mr. G. W. Payne, Secretary and Chief Accountant.

Nobel Division: Mr. W. C. McDowall, Staff Manager. **Heavy Organic Chemicals Division:** Mr. T. B. Clark, a Managing Director (jointly with Mr. K. W. Palmer), Mr. A. D. McLean, Commercial Director. **Imperial Chemicals Insurance Ltd.:** Mr. B. C. Hines, Assistant Secretary; Mr. G. D. Neil, Deputy Fire Manager. **Metals Division:** Mr. O. E. Fletcher, Secretary. **Plastics Division:** Mr. W. E. Morgan, Assistant Labour Manager. **ICI (India):** Mr. C. E. J. Crawford, Bombay Director. **ICI (Pakistan):** Mr. W. C. Walters, Chairman. **ICI (New Zealand):** Mr. C. E. Dowling, Director.

RETIREMENTS

Some recent announcements of senior staff retirements are: **Alkali Division:** Mr. F. C. Covill, Local Director at Buxton Lime Works (retired 28th February); Mr. C. S. Hall, Local Director at Buxton Lime Works (retired 28th February). **Head Office:** Mr. M. N. Lubin, Head of Mediterranean Department (retiring 30th June). **Plant Protection Ltd.:** Mr. F. Taylor, Commercial Director and Secretary (retiring 30th April).

'TERYLENE' SPANS THE WORLD (continued from page 116)

and by market promotion in all its forms at the later stages. The ultimate aim is to offer to the public the unbeatable combination of 'Terylene' plus fashion.

To continue the boulder analogy, we had to keep pushing all the way—a bit harder here as we struck some obstruction, a bit softer there as production threatened temporarily to lag behind sales. While 'Terylene' is immune from the capricious, price fluctuations of natural fibres, it is not immune from the mysterious ups and downs that afflict the textile industry generally. To balance production against demand calls for extremely nice judgment. You can only increase production in large steps and at great capital cost. If you overestimate demand and extend your plant too soon, you are too early with too much capacity; if you underestimate demand, you are too late with too little—which is even worse!

For industrial applications for 'Terylene' our attack has had to be quite different. Sales depend on demonstrating how the unique properties of the product give a performance so much superior to that of established fibres that the user gets better value for his money. The fact that two 'Terylene' V-belts will do the work of three orthodox belts—and last much longer—is an argument that has a direct and simple appeal to industry.

So far I have only discussed 'Terylene' in terms of the home market. But the rapidity with which it has spanned the world has been one of the biggest elements in its success. A high proportion of ICI's output goes abroad, either directly or in made-up yarns, cloths and garments, and 'Terylene' is as well known in New Zealand, Finland or Norway as in Britain. Although we have given exclusive manufacturing and selling rights to our licensees in many countries, these arrangements leave everyone free to sell throughout the world fabricated articles ranging from spun yarn to finished fabric. Wilton filament yarn is turned into curtain net in Switzerland and sold in Germany; Wilton staple fibre is sold in Austria, spun into

worsted blended yarns there and resold in Sweden, where it is woven into fabric and made into garments.

In Europe the EEC countries are closed to direct sales because we have given exclusive manufacturing and selling rights in Belgium, France, Germany, Italy and Holland. Licences have also been given in Spain, and quite recently in Brazil. There are two licensees in Japan, and Canadian Industries Ltd. covers Canada. Our joint company in the USA with the Celanese Corporation of America is now manufacturing and selling, and there is a plan for ICI's subsidiary in Argentina, 'Duperial,' to begin there. We have also made licensing arrangements in Poland and Czechoslovakia.

It might appear that these licensing arrangements, and the import restrictions in force in many countries, cut us off from a large share of the world market. But this market is developing at such a rate that our own share continues to increase. As populations grow, as underdeveloped countries develop, as individual spending power increases, more and more textiles are used. It seems likely that over the next 10 years the growth of all apparel fibres will be of the order of 3% per year. Judging from the way the two major synthetics, nylon and 'Terylene,' have grown since the war, it is reasonable to think that they will continue to grow at three to four times the rate of all other fibres.

In Britain our consumer surveys show that already one-quarter of all skirts and trousers sold are made from 'Terylene' blended fabrics; and—to give a single example from the industrial side—every car made in this country is now fitted with 'Terylene' reinforced brake hose. Even so, we are pushing ahead with new developments. A recent success is 'Crimplene'—a variety of filament yarn from which knitted garments can be made that stand up to the most rigorous washing. And in time we hope to expand the polyester fibre family to give fibres capable of breaking into markets as yet untapped.

April IN THE GARDEN

SOME TIPS ABOUT WEEDS

By PERCY THROWER

EVERYONE who has a garden does, I am sure, look forward to the summer and the time when they can enjoy the comfort of the deck chair on the lawn. To many gardeners that time of quiet relaxation never seems to come. There is always a job of one kind or another waiting to be done, and the keen gardener cannot rest knowing only too well that something is possibly going to spoil if left undone. A garden can in this way become a burden, and a lot of what should be pleasure is lost.

No opportunity should be missed to reduce the work in the garden as much as possible. At the same time we must take care that the garden does not lose its interest and beauty. There is a tendency these days, I think quite rightly, to plant more permanent subjects in gardens, such as roses, shrubs and herbaceous plants which do not require so much annual attention. To be sure that these do provide the same interest, there must be some attempt to keep up to date and introduce into the garden each year a new rose or a new shrub, or an unusual herbaceous or alpine plant.

A spacious lawn, although requiring regular attention, does help to reduce a lot of the work and if properly looked after will set off the rest of the garden and the house. In almost every garden weeding does, I expect, take up more time than any other single job. Nothing looks worse than weeds among the roses or other plants, or between the rows of vegetables.

Weeding on the lawn has now been reduced to a minimum with the introduction of the selective

weedkillers. But nothing has yet been introduced which is selective enough to kill the weeds and leave the plants unharmed in other parts of the garden. Placing manure, garden compost, peat or even lawn mowings, what is termed "mulching," round plants and shrubs will help to keep down the weeds for a time; and of course does help the plants by feeding them and retaining moisture in the ground during dry periods. Mulching is a big help to newly planted trees and shrubs because these suffer more than anything else when the weather is dry. If the soil round them can be kept moist, they stand a much better chance of getting established quickly.

Another way of keeping down weeds and saving yourself the hours of tiring hand weeding or hoeing is to plant what we might term "ground cover." By that I mean putting in plants wherever possible that will cover the ground and prevent weed growth. There is often space between and round shrubs which if left uncovered provides an ideal place for all sorts of weed seedlings, not only of the annual kinds but the perennial ones too.

I CAN think of no better plant for such places as these than the erica, more commonly known as heath. It is far too often thought that these must have a peaty or lime-free soil, but many of them will grow quite freely in most kinds of soil. They are attractive, and when planted 15-18 in. apart soon grow up and cover the ground completely, so that there is nothing better for keeping down the weeds. They enjoy partial shade, and by selection of varieties it is possible to have

them in flower during the whole twelve months of the year.

While the snow was on the ground earlier in the year I scraped it aside and gathered a few spikes of both a pink and white variety. Ericas are exceptionally hardy. Most of them can be planted during April and are quite at home with other shrubs. Apart from this, the low-growing varieties are attractive when planted between and round stones on the rock garden. I like to see them planted in beds or borders in a massed effect with a specimen shrub here and there. In lime-free soils, rhododendrons and azaleas make a very nice combination with the ericas.

THE following varieties will provide flowers throughout the whole year:

Erica carnea Springwood White is one of the dwarfest; it has a trailing habit, quickly covering the ground, and flowers from January to April.

Erica carnea itself is a very nice dwarf pink not growing more than about 9 in. It flowers from February to April, no matter what the weather.

Erica Mediterranean hybrida Darleyensis was first raised in the north of Derbyshire. This is another very hardy variety with pale pink flowers from February to May.

Erica Mediterranean superba is a purplish red from April to June.

Erica ciliaris hybrida is rosy pink and flowers from June to October.

Nursing Sister

ON the Company's books Pauline Mitchell's job is given as Division nursing sister of the Alkali Division at Northwich. This is a convenient shorthand note, describing a service of infinite importance and many ramifications. Put at its simplest, Miss Mitchell, under the Division medical officer, is in command of the nursing staff which spreads from the central surgery to ten other factories, and comprises seventeen staff.

Miss Mitchell's job is largely administrative. Among her responsibilities is the arrangement of holiday and duty rotas for nursing staff, looking after the maintenance of supplies and equipment, dressings and drugs for most of the surgeries in the Division, and together with the Division medical officer, interviewing potential recruits to the nursing staff.

"When a nurse comes into industry from the Hospital Service she has a good deal to learn in what is a totally new environment," says Miss Mitchell. A nurse in hospital, she explains, is someone in authority. Her patients have mostly entered hospital not from choice but because they have had to, and the nurse is accustomed to telling them what they must do. In industry the situation is very different. Here people come to the works surgery because they choose to come. Apart from treatment for accidents and minor ailments, they frequently want help and advice. The established works nursing sister is a personality known and respected throughout the works; a sympathetic listener to whom an employee can and does turn for advice on all manner of things. She must be versed in all the ramifications of the National Health Service and the other social services available so that she is in a position to give advice where needed. It is part of Miss Mitchell's job to inculcate this subtle change of attitude into all new members of the Division's nursing staff.

★ ★ ★

In the past few years Miss Mitchell has seen an advance in the technique of treating injuries and minor ailments resulting in fewer visits to the surgery for dressings.

This has not only considerably reduced time lost on the job but results in a quicker healing of the wound. Another reason for the reduction in the total number of surgery visits is the success of the works safety campaigns, which have both reduced the number of accidents and also resulted in a general lessening of the severity of those injuries which do occur.

The introduction of a health visiting service, whereby employees are visited in their own homes while they are off sick, and the installation at Winnington of a radiography unit, are further developments of the Division's medical service which Miss Mitchell has helped to inaugurate since she joined the Division from Metals Division in 1948. Incidentally, it is one of her duties in her small laboratory to take regular blood-counts not only of the radiographer and his staff but also of employees working with certain substances such as radioactive isotopes.

But prevention and cure are only part of her work. She also plays her part under the medical officers, in research and experiment, compiling statistics of various kinds. Between last December and May 1961 the surgery is conducting a controlled trial under the aegis of the Medical Research Council in an influenza vaccination project. Last year there was a test on a smaller scale with a commercial project. There were 110 "guinea-pigs," and the results were sufficiently encouraging to launch this year's test, with 2500 employees taking preventive injections.

★ ★ ★

Such are the activities of the Division nursing sister. In her own right Pauline Mitchell (her hobbies are sailing, looking at Impressionist paintings and listening to orchestral music) is an imposing figure in her profession. She is the only nursing member of the Ministry of Labour's Industrial Health Advisory Committee, which with the Minister in the chair studies the developments of medical services in industry on a national basis. She is chairman of the occupational health section of the Royal College of Nursing, considering the roles—preventive as well as curative—of the nursing services in industry and commerce, with the factory as the environment under focus.

In this capacity Pauline Mitchell attended the International Congress of Industrial Health in New York in July 1960. She was one of 1500 delegates from all over the world who found themselves faced with up to five quarter-hour simultaneous lectures every day for a week. Not surprisingly, she found contact with other delegates even more stimulating and rewarding—and perhaps most valuable of all was the week's tour arranged by ICI after the Congress with visits to factories in New Jersey and Delaware, and to Washington.

Pauline Mitchell

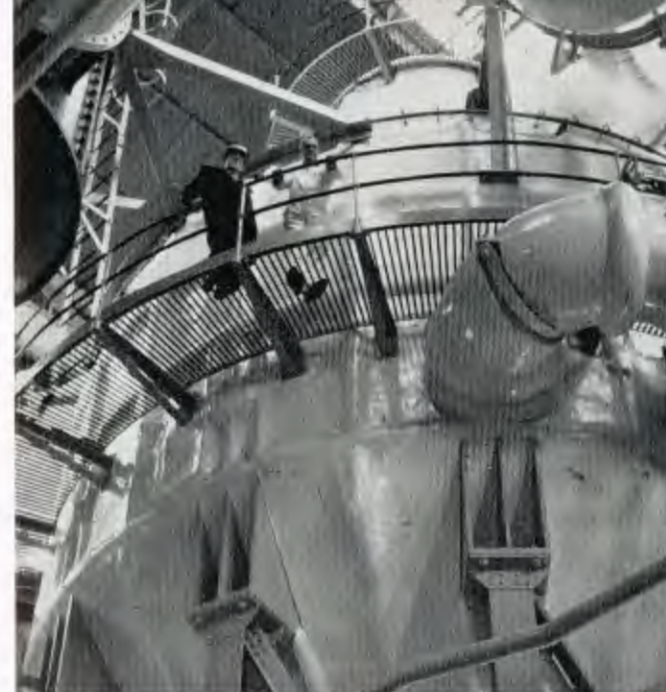


NEWS IN PICTURES

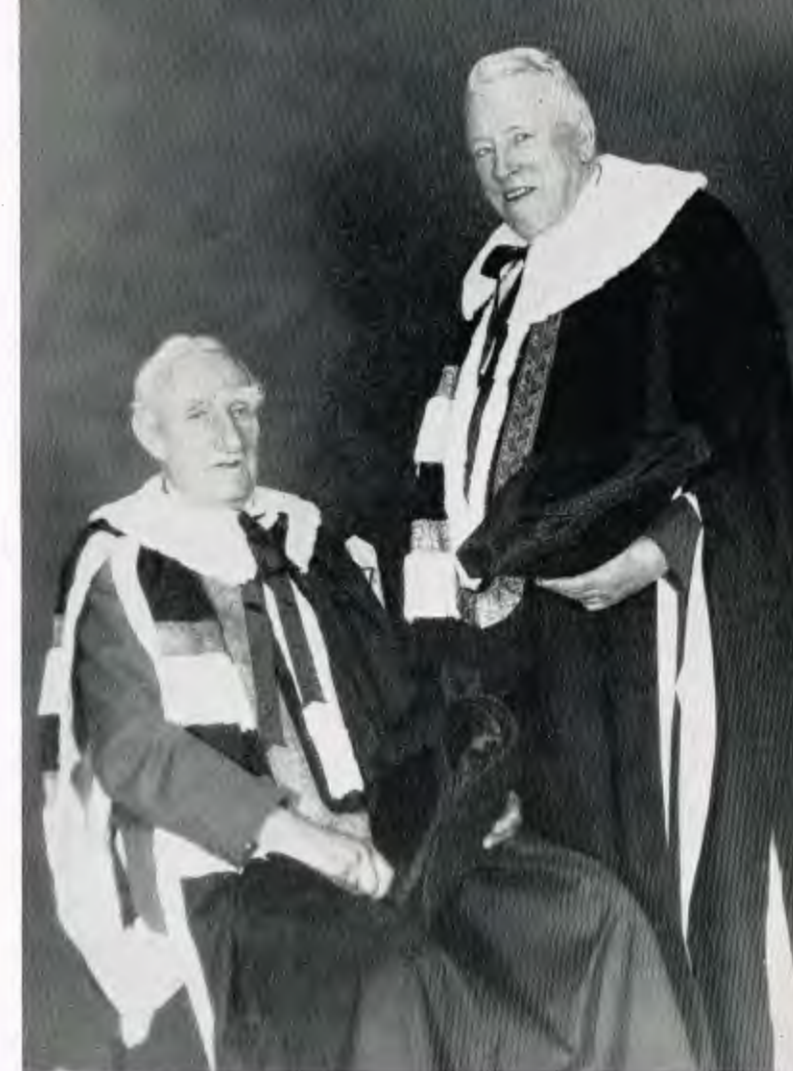
Home and Overseas



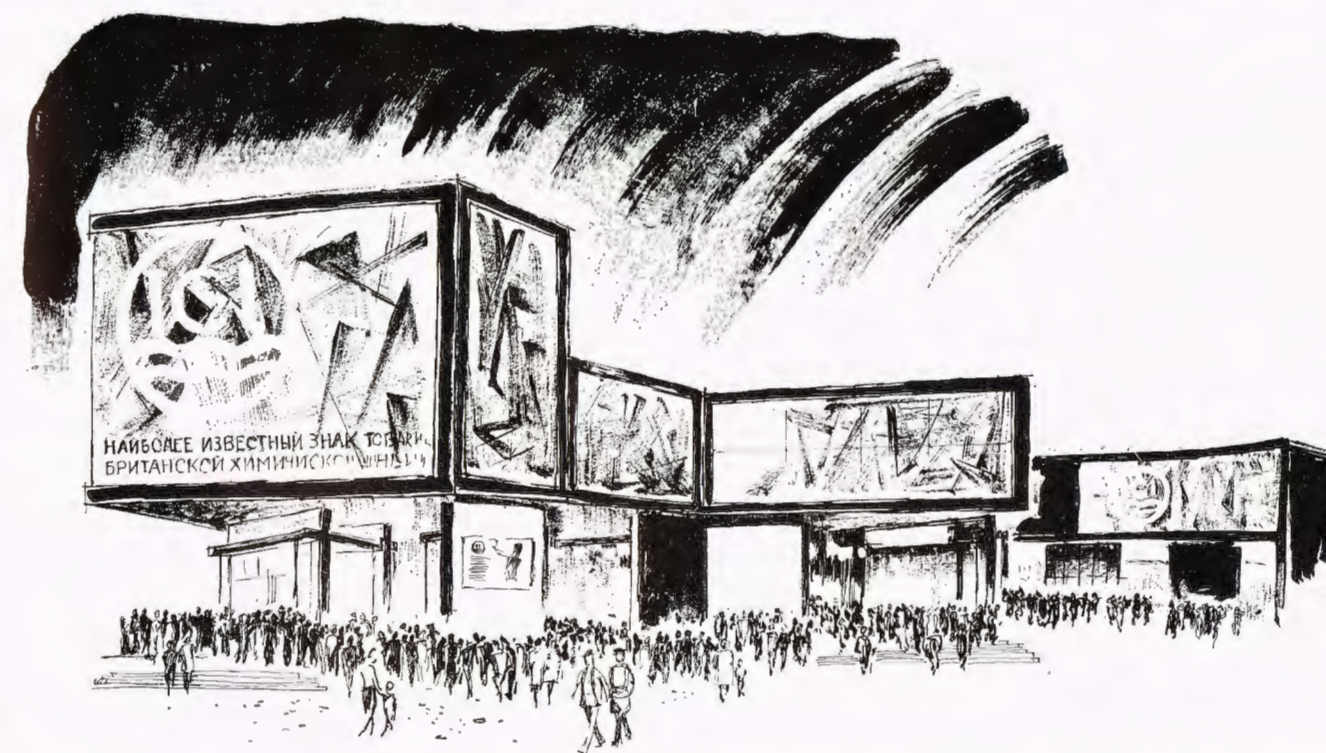
The Queen in India. During her recent visit to India, members of ICI (India) gathered outside ICI House Calcutta (*above*) to see the Queen pass. *Left:* Her Majesty used the Austin Princess car belonging to Mr. J. M. Lall, chairman of ICI (India), for a visit to Durgapur. Here, after a reception, the Queen is seen ready to be driven by the chairman's chauffeur to her residence in Durgapur



Giant evaporator. Our striking picture shows one of the three giant evaporators at Alkali Division's Weston Point Salt Works. On the catwalk are (*left*) Mr. Victor Morgan, plant manager, and Jim Walker, process chargehand



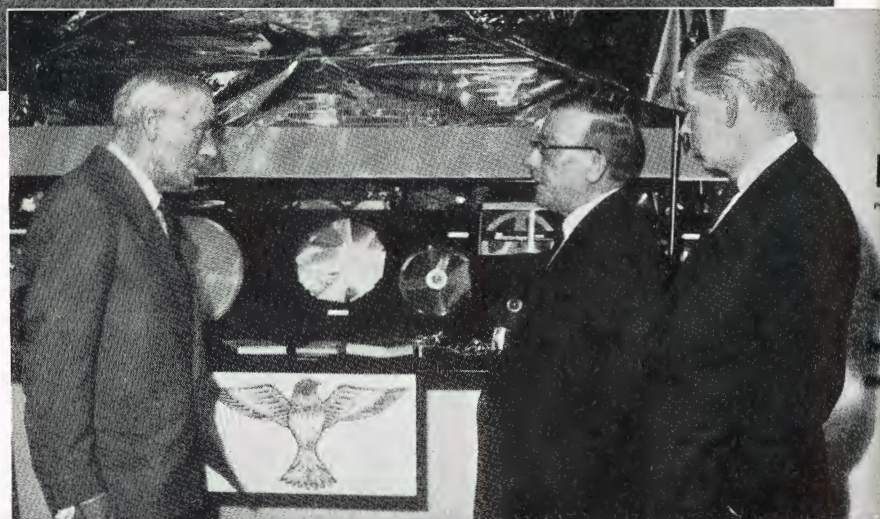
Lord Fleck, of Saltcoats. Following the announcement in the New Year Honours of the Barony conferred on Sir Alexander Fleck, immediate past Chairman of ICI, he was inaugurated to the House of Lords on 15th February, as Baron Fleck, of Saltcoats in the County of Ayr. Lord Fleck's sponsors during the ceremony were Lord Boyd-Orr and Lord Crathorne. He is seen here in his inaugural robes with Lord Boyd-Orr



Moscow fair. This artist's sketch shows what ICI's stand at the British Trade Fair in Moscow will look like when the fair opens next month. It is one of the largest stands at the fair. It covers 2680 sq. ft., is a double-decker, and features twelve ICI Divisions. Many ICI products, such as 'Perspex,' 'Vynide' and 'Vynalast,' have been used in the decoration and construction of the stand, which was prefabricated in London



Ace of films. 'Melinex' polyester film, which has been described as the "ace of films," is now being made at Plastics Division's new plant (above) at Dumfries, which was officially opened on 2nd March. The plant has an annual capacity of more than 2000 tons and at present employs 156 payroll and staff, most of whom are local people. *Right:* Seen at an exhibition on the opening day are (from left to right) Maj.-Gen. Sir Aymer Maxwell, Convener of Kirkcudbrightshire, Dr. R. G. Heyes, Plastics Division production director, and Mr. J. B. Kitchen, Plastics Division personnel director



Lucky eleven. Eleven members of Dyestuffs Division's Nylon Works at Billingham, selected by ballot from 500 applicants, were the guests of British Nylon Spinners when they visited the British Nylon Fair at the Royal Albert Hall, London, in February. Here they admire some attractive nylon products



Mr. "Archie" Allardyce of Billingham, after 45 years of active interest in Works Council and trade union affairs, is giving up most of these activities through ill health. Of the 15 committees on which at one time he served simultaneously, he is retaining his post as Trustee of the ICI Workers' Pension Fund



Bound for Australia. A consignment of 300 tons of iso-octanol, bound for ICIANZ from HOC Division, were loaded into 19 tank wagons recently. It formed the first complete train of tank wagons loaded with iso-octanol from HOC Division and is seen here leaving Billingham on its way to the London docks



First Aid competition. Winners of the finals of this year's ICI First Aid Competition were Dyestuffs Division's Trafford Park team. *Top:* The team receives the trophy from Dr. R. Holroyd (deputy chairman). It was the first time a Dyestuffs team had come top. *Centre:* General Chemicals Division's Castner-Kellner Works team came second. The team is seen holding the electric toasters they won as prizes. *Right:* Paints Division's ICI (Hyde) team, which came third, competing in the team test



Five half-centuries. Our picture shows five men from Nobel Division's Ardeer Factory taken just before two of them, Mr. Willie Scott and Mr. John Agar, retired recently. All five had just completed 50 years' service with the Company. They are (left to right) Messrs. Willie Scott, John Agar, Harry Fox, Bert Whale and Albert Ellon



Boat builders. Billingham Division apprentices Barry Nicholson and George Lee work on canoes they are building. They are members of the Venturers' Section of the Billingham Apprentices' Association. The group's target was five canoes completed in time for Easter

SIR ARTHUR SMOUT

Sir Arthur Smout, a director of ICI from 1944 to 1953 and during the last war Director-General of Ammunition Production, died on 21st February. He was 72.

ARTHUR John Griffiths Smout was born at Birmingham on 18th November 1888 and was educated—a Birmingham Foundation Scholar—at King Edward's School, Birmingham, at the Birmingham College of Technology, and at Birmingham University. His father was for many years secretary of Elliott's Metal Co. Ltd. at Selly Oak, so Arthur Smout was, so to speak, born into the non-ferrous metals world, in which he was to have such a distinguished career.

He started on New Year's Day in 1905 as student apprentice to the chief chemist and metallurgist of Elliott's. By 1923 he was works manager and director, and in 1928, under the ICI regime was appointed deputy production manager and chief works manager of the ICI Metals Group. He joined the Board of the Group in 1932. While seconded to the Ministry of Supply (1942-45) as director-general of the Ammunition Production and Filling Organisation he was appointed in June 1944 to membership of the Main Board of ICI with responsibility for the Metals Group. For his war work a knighthood was conferred on him in 1946. Later Sir Arthur also took over the responsibility for the Nobel Division, retiring from the Company's service in February 1953.

Sir Arthur was appointed a magistrate in the City of Birmingham in 1942, was a life governor and member of the Council of Birmingham University, Fellow and past president of the Institute of Metals, Fellow and past president of the Birmingham Chamber of Commerce, Vice-President of the Institution of Mining and Metallurgy and a member of numerous other scientific bodies.

Dr. James Taylor writes:

It was with great sorrow that we heard during the afternoon of 21st February of the sudden death of Sir Arthur Smout at, it seemed to me and also I feel sure to all his friends, the comparatively early age, in his case, of 72, for his boundless energy and general good health during the time I had known and worked alongside him and since his retirement from ICI

were surely to be accepted as a sign of a longevity approaching that which his father, Thomas Smout (aged 99 at the time of his death in January 1959), enjoyed.

Short particulars covering the wide interests of a life like that of Sir Arthur convey but sketchily his contribution to the non-ferrous metals industry and his service to the public generally, particularly in and around Birmingham, for he entered the industry at a time when it was mainly traditional and empirical and was one of the pioneers with technical training who built up a scientifically based industry; he maintained an unfailing interest in his work as Justice of the Peace and in the furtherance of technological education of the young people of his native city.

None who worked for him and with him could help admiring his great capacity for hard work, his tenacity of purpose, and his gifts for getting things done. On quite a number of occasions I was summoned to breakfast with him, after he had got off a sleeper train, to discuss business matters. He was a kindly man too, with a gift of humour and a very pithy fashion of illuminating a particular point he wished to make in conference or committee. I remember on one occasion when the question of freight costs for alloy tubes was being discussed he remarked, with that characteristic twinkle in his eye, that tubes were largely wind enclosed in metal.

Sir Arthur had a very tenacious memory and could delight his friends by his accounts of the early days of various personalities and factories. His colleagues in ICI sincerely appreciated his wide vision and wisdom and the part he played in solving the problems of readjustment to a peacetime industrial economy after the one-purpose concentrated effort called for during the war.

Despite his many activities Sir Arthur was a real family man, being rightly proud of his five sons, and it was always a pleasure to hear him speak of their doings and progress. To Lady Smout and her family we in ICI extend our deepest sympathy in their loss.

ICI wil fabrieken bij Rotterdam bouwen
ICI plant größeres Projekt im EWG-Raum
Les grandes affaires britanniques attirées par le Marché Commun
I.C.I. s'implante dans le Marché commun

HEADLINE NEWS

AN EXPORT POINTER WE CANNOT IGNORE
Petrochemisch complex
van de ICI te Rotterdam
Engelse petrochemische industrie naar Botlek
Imperial Chemical Says It Is Buying Plant Sites For Project in Holland
Les hommes d'affaires anglais avancent plus vite que le gouvernement vers le Marché commun

The announcement that ICI had decided to begin manufacturing operations on a substantial scale within the European Common Market, starting with a £100m. project at Rotterdam, created more press interest than any other ICI story in recent years. Here are a few extracts from the papers.

ICI's entry into the Common Market was the main or lead story on the front pages of the *Daily Telegraph* and the *Guardian*, and made banner headlines on the City pages of the *Daily Express* and the *Daily Mail*. It was also given front-page prominence by the *Yorkshire Post*, *Glasgow Herald* and *Birmingham Post*. "ICI Invade Common Market" . . . "ICI plunges into Europe" . . . these were the banner headlines of the *Daily Express* and the *Daily Mail* respectively.

The *Financial Times* said that "ICI has been preparing this invasion of Europe since July" and suggested Plastics, Paints, Dyestuffs, General Chemicals and Heavy Organic Chemicals as the Divisions likely to be concerned with the Rotterdam project. Commenting on the reasons for the decision, the paper thought that "fears of the effects of tariff policy by the Common Market" was probably not the major factor. More important was "the fact that local production will make it possible to offer customers a wider range of materials than could possibly be supplied from the UK." A further factor was the enormous growth of chemical production, and particularly of petrochemicals, in the Common Market in recent years.

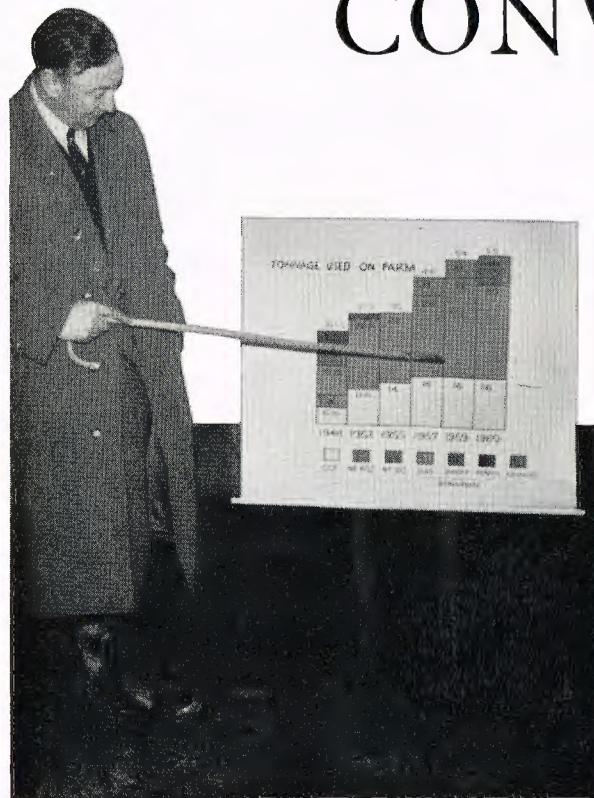
The *Times*, too, felt that "of course the market was too big to be ignored. Consumption of chemicals in Western Europe is five times as great as in Britain at present and is growing twice as fast."

Lex, in the *Financial Times*, claimed that the significance of the decision "is that it brings into ICI a new element of growth. Clearly the time was ripe for a major new move by ICI, since, while chemical output has consistently risen faster than industrial output as a whole, ICI's rate of expansion had come largely to depend upon the (disappointingly low) rate of growth achieved by the UK's industrial production. This move takes ICI into an area—Europe—where in 1959 it had only 4% of the total market and also right into the middle of the Common Market."

The *Economist* (4th March) also carried the story, commenting that "the desire to exploit so dynamic a market from inside might alone have been enough to encourage ICI to manufacture in Europe; the group has built local plants in all the other continents. This market is much nearer its own home plants: but the discriminatory tariffs that already face British exporters must have tipped the balance in favour of local manufacture."

CONVINCING THE *Small* FARMER

By Glyn Williams



Rise in Fertilizer usage demonstrated in graph form

A RECENT Wednesday was something of a red-letter day for the agricultural staff of the Northern Region. On this day the biggest farm demonstration ever staged by ICI in the North was held, with an attendance of nearly 1000 farmers.

It was held on the farm of Mr. Oliver Barraclough, Well Heads Farm, Thornton, near Bradford. His 85 acres are 1000 ft. above sea level in the bleak Pennine hills, about midway between the three industrial centres of Bradford, Halifax and Keighley—not where one would expect to find one of the most progressive grassland farmers in the country. This description can, however, be applied to Oliver Barraclough, who is an outstanding exponent of intensive grassland management based on high fertilizer usage. As a result he achieves a level of production on his farm, and a level of profit for himself, that few lowland farmers ever reach.

Mr. Barraclough is one of the original co-operators in the ICI Grassland Management Investigation Scheme which was started back in 1947 by CAC and is being continued by Billingham Division. This is a full costs investigation carried out on practical farms. Its purpose is to assess the profitability of increased production of grass as a result of increased fertilizer usage. The investigation was started because the Company wished to sell

There is only one thing that convinces the small farmer of the profitability of using a lot of fertilizer, and that is practical experience. One small farm a thousand feet above sea level in the Pennines used nearly three-quarters of a ton of fertilizer to the acre last year. Some 1000 farmers assembled at this farm to see and hear the results.

more fertilizer, particularly nitrogen. The emphasis on grass is because this crop, which occupies about two-thirds of the total area of agricultural land in the country, has the biggest potential for increased usage.

Why a full costs investigation? Before increased grass production can show a profit to the farmer it must be consumed by the grazing animal. Thus the all-important factor of management is introduced. The only way that the profitability of increased fertilizer usage on grass can be demonstrated is by convincing farmers factually that it really does bring increased profit.

Well Heads Farm is one of the real success stories in the scheme, and the fertilizer story is without parallel in the whole country. In fact, in 1959 and 1960 a total of 54 and 55 tons of fertilizer (all ICI fertilizer) was used on this 85-acre farm. This level of usage is several times greater than that on the average farm. Indeed, if all farmers applied even half as much fertilizer to their grass as Oliver Barraclough, ICI would need several more Billingham to meet the demand.

Reactionary Theories

Another important point is that, traditionally, the British farmer is not fertilizer minded as far as grass is concerned. The theory that fertilizer "robs the land" is deep rooted and has still to be dispelled from many farmers' minds. The fact that this farm has a record of increasing fertilizer usage over a period of 14 years, and that it is obviously improving each year rather than suffering from this policy, is all-important in convincing farmers to use more fertilizer. Finally, with the records available, it is possible to show that Mr. Barraclough's profit is nearly three times what it was in 1948 and is substantially higher than that of the average farmer.

This, then, was the story put across to farmers at the demonstration.

Small FARMER



Well Heads Farmhouse, 1000 ft. up on the Pennines

But to cater for a thousand people on a small farm in the middle of winter, when only the buildings could be shown, was no small task. The first problem was the weather. Here a calculated risk was taken. Experience over the years has been that snow did not become a serious problem on this farm until late January. It was agreed, therefore, that mid-January was the latest date on which the demonstration could be held. With the continuous rain throughout December and the occasional covering of snow, there were many gloomy prophesies. But when the day came the gods were kind, and we had one of the first fine days for very many weeks.

Open Day

The next problem was how to deal with the numbers of visitors expected. After a good deal of discussion it was decided that the demonstration should take the form of an open day, with the farm open to visitors between 10 a.m. and 3 p.m. The visitors were directed to a reception tent, where they were first handed a booklet, specially printed, which gave details of the farm policy and the production achieved. They were then taken round the farm in parties of between 20 and 60.

Each party had two guides, all previously briefed, and there were five stops where one guide told the story of the farm while the other guide acted as a "whipper-in." This was necessary, since a rigid time schedule had to be adhered to, otherwise chaos would have resulted and it would not have been possible to get the fertilizer story across.

The final stop on the farm was at a second marquee, where the progress achieved on the farm since 1948 was depicted by a series of five charts. By means of histograms the pattern of increased fertilizer usage, the higher stocking, increasing milk output at lower costs, and finally the increased profit (given as an index) were shown and the

appropriate conclusions drawn. The visitors were then given light refreshments and had further opportunity to ask questions from ICI staff present and to discuss among themselves what they had seen and heard.

To deal with the visitors, eight members of staff were briefed as guides, with several others being concerned with the general organisation. Farmers began to arrive at the farm soon after 10 a.m.—first a trickle, and then a steady stream that continued until after 3 p.m. Indeed, from 11 a.m. onwards there were five parties being taken round the farm continuously until about 3.15 p.m., when the last party left the reception tent.

Visitors came from far and wide. Not only were there a very large number of locals, but farmers came from as far afield as Lincoln, Cheshire, Northumberland and Cumberland. At one time many of the visitors to such a demonstration would arrive in a critical mood, but this was not the case on this occasion. It was clear that all came to learn, and it was highly significant that there was a high proportion of the smaller "muddy boots" farmers—those who at present use little or no fertilizer at all.

Countrywide Cover

To obtain this sort of attendance a good deal of publicity had been given, and to obtain full advantage of this excellent story a special press preview was held on the previous day. This was extremely well attended, and the result was that a report on the demonstration and the results achieved on the farm subsequently appeared in no fewer than eighteen papers. These not only included the main farming papers and the local newspapers but also the national dailies—*The Times*, the *Guardian*, the *Telegraph* and the *Express*. There was indeed a countrywide cover, with detailed reports appearing in the *East Anglian Times* and the *Welsh Farm News*.

THE AUSTRALIANS ARRIVE—

LET'S NOT FAN THE FLAMES IF INCIDENTS DO OCCUR

By Denzil Batchelor

"I don't care what happens so long as Press barons don't insist to their editors that cricket reporters should write dirt about players rather than honest reports of matches" writes Denzil Batchelor of the criticism of the ill feeling fanned by sports writers. Let us get back to the Golden Age, he pleads, when "incidents" were deemed beneath the decent journalist's notice.

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The Ashes. After Australia's victory in 1882, a mock obituary notice lamented the death of English cricket and added that "The body will be cremated and the ashes taken to Australia." Next winter in Australia an English team reversed the result, and certain ladies burned a stump and sealed the ashes in this urn, presenting it to Hon. Ivor Bligh (later Lord Darnley). In his will he bequeathed it to the MCC, and it is now kept permanently in the HQ of cricket at Lord's

THEY come, they see—they will conquer: that, as I predict, will be the fortune of the Australian cricketers this summer.

It is, perhaps, asking a little too much to hope that the team, arriving this month, will have an enjoyable tour; win (or lose) the rubber by three matches to two; and go home without ever having raised the suggestion that as a result of the activities of the umpires or the groundsmen Australia is likely to secede from the Commonwealth. An exaggeration? Well, I was in Australia during Jardine's tour, and I remember this policy being seriously debated in the Sydney papers after the Board of Control had sent its telegram of protest to MCC during the third Test.

That is ancient history: but most of the history we have known since then has been on the same lines. When we lost in 1946-47, a chief reason given by the press for our collapse was that in the first Test, with two Australian wickets down for 74, Bradman who had scored 28 was given not out when according to all the English team he was clearly caught by Ikin at slip. We never heard the last of this incident. Compton writing over ten years later said that if Bradman had been given out, as he should have been, he "would have decided that the time had come for him to retire."

This bad umpiring, it was freely suggested, had altered the whole course of the rubber.

Switch to 1950-51. F. R. Brown led one of the most courageous forlorn hopes in cricket history, deserving well of his country and winning the first Test Match captured against Australia since 1938. But, as I wrote in the *Playfair Annual* at the time, "by mid-November when the team (still undefeated) was a fortnight off the first Test, critics—English and Australian—had declared that this side was undermined by petty jealousies, was defeatist, lackadaisical and slapdash, and was threatening to become a joke in Australia. One critic assured us in November that this side was playing in a don't-care spirit and suggested that MCC should recall players who were not playing their part as team-men."

Switch to 1954—and remind yourself of the reports of general unfitness and rumours of unconscionable late hours kept by certain members of the team, rising to a crescendo at the time of the Brisbane Test which we lost by an innings and 54 runs. Hutton's captaincy was reviled—he had sent Australia in to bat; he had crowned this act of lunacy by dropping Bedser in the second Test. Even when we won the rubber comfortably, attacks on the captain persisted. He was severely



Bob Simpson. With a total score of 1254 runs in last year's Australian cricket season, he comes to England with a fine reputation. In 22 innings he was twice not out, had a highest score of 221 not out and an average of 62.7

taken to task for lack of tact in his manner of dropping Bedser: "the first Alec knew about it was from the little sheet of paper with the team list on it which he saw pinned on the door of the dressing-room."

But every ugly rumour that had made Test history in the past paled into insignificance beside the flaming indignation which in 1956 greeted the Australians' misfortune on having to bat at Leeds and Manchester on what were hinted to be "doctored" wickets of a type to which they were completely unaccustomed. At Leeds on the second day we took our score from 204 for 4 to 325, then got six Australian wickets for 81, going on to win by an innings and 42.

At Manchester, the wicket crumbled on the second day: apparently in a matter of minutes—for England had added 152 for 7 wickets and Australia had scored 48 without losing a wicket before the debacle began. Then in sixty-three minutes the side was out for an additional 36 runs. More than one Australian newspaper critic promptly demanded a Board of Control enquiry. One paper stated that "the pitch is a disgrace to those who produced or ordered it" (my italics). On the other hand, Sir Jack Hobbs blamed the Australians, pointing out how finely England had batted just before it was Australia's turn. Arthur Mailey, the old Australian googly bowler, said to me that evening that the wicket was never as bad as the pitch at Lord's in 1953 on the final day, when Watson and Bailey saved the game (and the rubber) for England.

In 1958-59 the experts had to work hard to justify their expertise. One and all had expected England to win the rubber in Australia. In fact, we were to suffer as bad a defeat as in 1948, losing four Tests by big margins and drawing the other. If you think it must have been hard to explain away such defeats except by admitting sheer inferiority you don't do justice to the flexibility of the experts. The first excuse was that the standard of umpiring had declined catastrophically, and England were the victims. The fourth Test was reduced to a travesty of cricket by wretched umpiring, we were assured.

Secondly, the Australian fast bowlers threw, and when they didn't throw they "dragged." Meckiff threw. So did Rorke (who also "dragged"). Lindwall "dragged"—his back foot was photographed on the wrong side of the stumps before the ball had left his hand. Nobody ever threw more blatantly than Buke. Well, the comments were fair enough: Colin Cowdrey, a superb sportsman who was umpired out in the last Test, when asked why he didn't put his foot down the

pitch to drive one of the "draggers" explained: "I'd have stepped on his toes."

So there is the overall picture of several post-war rubbers. Sometimes umpires have played the lion's share in determining which way they went; sometimes wickets, doctored to suit the home team, did the job; sometimes sheer unfair play on the part of the cricketers themselves.

Does it leave Test cricket as a game fit for sportsmen to play?

Perhaps you think that this preoccupation with considerations other than the play itself is something which has existed as long as there have been Test Matches. Well, it just isn't so. Charles Fry always told me that the England-South Africa match at Leeds in 1907 was the greatest game of cricket he ever played in. During that game Fry himself—whose innings saved England—was given out l.b.w. to a ball which would have passed two feet above his stumps; while another player was given run out (without an appeal) when the wicket was not broken till he had passed the stumps. No paper squealed about these choice examples of umpiring—and when Fry told me the story nearly fifty years later he added casually: "You're the first person I've ever told that I shouldn't have been given out, and it was a decision that almost cost us the match."

So if I have one wish this summer, it is that we should go back to a Golden Age when "incidents" were deemed beneath the decent journalist's notice. But this is asking for the impossible: the modern attitude of the press is summarised in the frank admission of a daily paper that it was sending a correspondent with a team to Australia to report its progress "on and off the field" (my italics again).

Well, this private eye won't be able to oblige his news editor with front page stories denouncing throwers in the Australian team. Possibly because their form didn't warrant it, perhaps to save cricket and bring peace and quiet to the lovely game, not a thrower has been chosen. Instead of Meckiff and Rorke we have Mission, Gaunt, McKenzie and Quick, the left-hander: all with impeccable actions.

Is there among them (with the real stars Davidson and Benaud, now bowling better than ever) enough firepower to give the batting strength the chance of victory? The batsmen are surely there: McDonald and Simpson, Harvey, O'Neill, Burge, MacKay, Davidson and Benaud represent a more formidable potential than we have been visited with since Bradman's team of 1948.

But batting doesn't win matches, though it can cause them to be drawn. Many think that Bradman's dominance from 1928 to 1948 was the reason Australia won five rubbers and lost only two. But O'Reilly had a major share in two of those triumphant series. It was the combination of Bradman and O'Reilly that made Australia unbeatable at the peak of her form in the 'thirties; just as it will be (I believe) the combination of O'Neill and Benaud which may overthrow England this summer.

It has been said (by Crawford White in the *Daily Mail*) that this is the weakest Australian side since the war. It may be: it is impossible to know how effectively Mission, Gaunt and McKenzie will back up the bowling of Benaud and Davidson until we have seen them on English wickets. (Frank Ward looked better than Grimmett at his best in Australia in 1936-37: he was second-rate in England in 1938.)

But whether the Australian attack finds its feet or not, I fear we shall be fielding the weakest England side for a decade. Compare it with the last side to meet and beat Australia in this country. The heroes of that team were May, Sheppard, Peter Richardson, Cowdrey, Laker, Lock and Trueman. Of these only May, Cowdrey and Trueman remain: none, I fear, as good as he was then—and, let us face it, we should have lost that series without Lock and Laker.

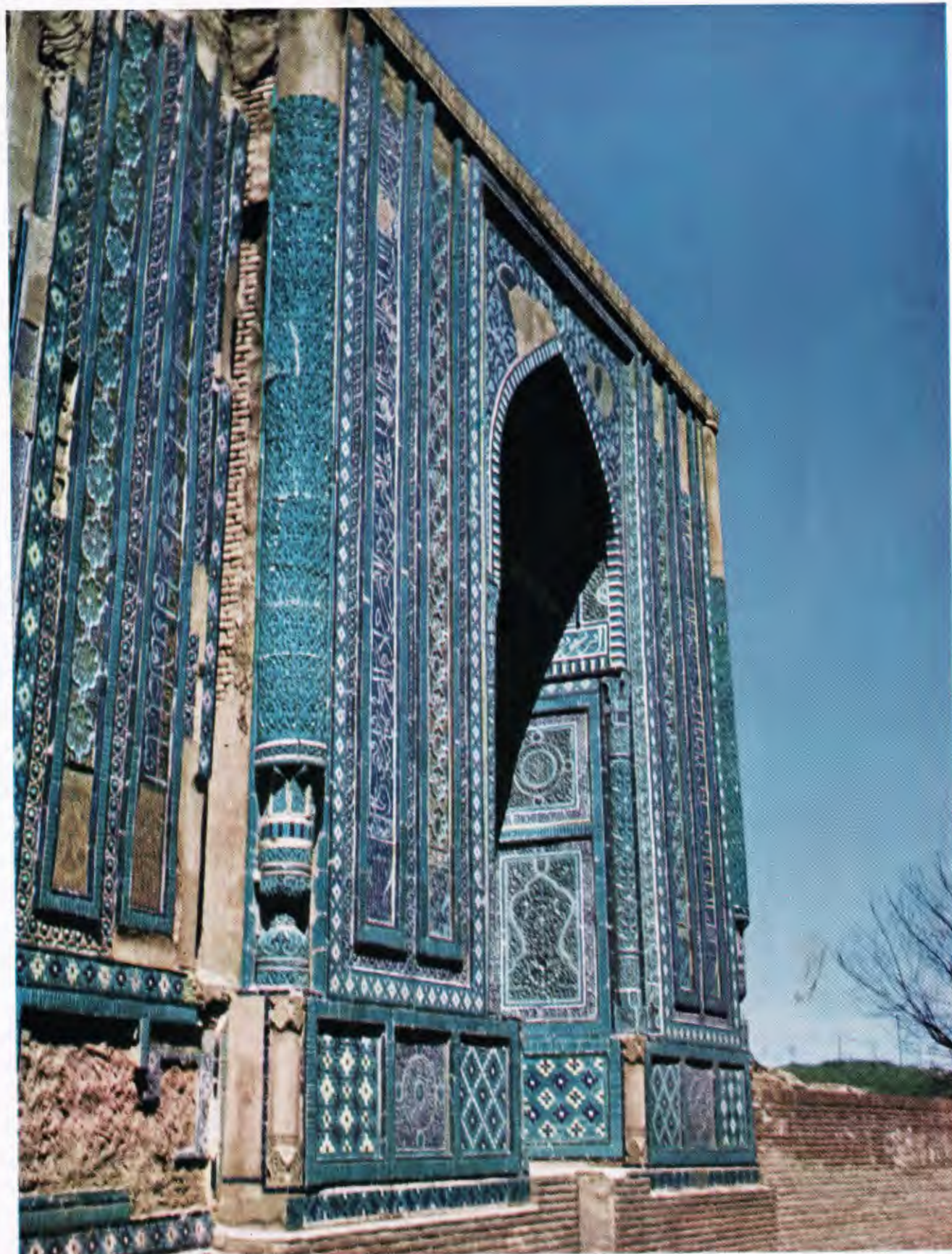
Who are the match-winners to take their places? I cannot see 30-year-old Alan Moss or 31-year-old Peter Loader as another Tyson or Statham. I do not think David Allen or Ray Illingworth has the stature of a Test hero. Where is the left-hand spinner with a fast ball to take Lock's place? Who is to keep wicket in succession to Evans?

Our batting is our one great asset. Geoff Pullar is the most promising opener we have seen in years. Dexter is a superb stroke-maker—the very man for the modern attacking game, re-invented by the West Indies just in time to save Test cricket from oblivion. Barrington, Subba Row and M. J. K. Smith will no doubt get into the side: they wouldn't have done so with Sheppard, Graveney and Watson at their best.

No—I think we are going to lose: and I am perfectly happy at the prospect. I don't care what happens so long as Press barons don't insist to their editors that cricket reporters should write dirt about players rather than honest reports of matches. "The game is above the player of the game": I don't care what happens so long as the experts remember that the game's the thing.



The captain of the Australian team is Richie Benaud, a leg-break bowler whose last season's record was 43 wickets with an average of 27.9. With a batting average of 30.92, he is a formidable opponent



The glory of Samarkand is its profusion of ornate tilework. Here is one of the highly decorated tombs dating from the time of Tamerlane, self-styled "Conqueror of the Earth," who subdued all Asiatic Russia, Turkey, India, Persia and Mesopotamia and died on his way to invade China in 1405



Turquoise domes and turquoise and ultramarine patterns adorn many of the famous buildings of Samarkand. The tiles in the picture belong to the group of tombs named after the "Living King," who with his head cut off jumped down a well here and is believed to be fated one day to return. This spot is now a place of Moslem pilgrimage



Two citizens of Samarkand wearing the traditional dress of Central Asia, including a long coat called a khalat and knee-boots

teeth and a Volga car, rather like a 1953 Vauxhall, rough and sturdy. In no time we were entering the old city. It was teeming with life. If Tashkent looked Asiatic after Moscow, Samarkand makes Tashkent look positively European. Here are women with black opaque horsehair veils like giant extinguishers, women in trousers, women in kerchiefs and boots, women with flowing wraps from head to heel, old men on asses, men with round fur hats and Mongol faces, men with little round Uzbek skull-caps, men with ascetic Arabian profiles, men in top boots, and men in padded dressing gowns called khalats—far more Eastern colour than I had led myself to expect, though no doubt far less than there used to be.

I registered and called at the Intourist office,

but the guide had not much to suggest and was clearly ready to call it a day. Mad with impatience, I forced the reluctant young man to come out with me. We started at Tamerlane's tomb. Its tall, fluted dome, now fully restored, the tiles glittered turquoise and ultramarine in the evening sun, vast and superb beside its great gateway and towering trees. Then off to the Registan, the great main square of the old city, and I was glad and proud to be able to say that THIS DAY I STOOD ON THE REGISTAN OF SAMARKAND.

Peace and Beauty

The composition of three tiled Islamic colleges on three sides of the square with a garden on the fourth is peaceful and beautiful in the extreme. The shapes of buildings and sky respond to each other with astonishing loveliness. I dare say that when the Registan was a public market and full of noise and business—less than 100 years ago the heads of Russian soldiers were here displayed on pikes—it had other attractions. Curzon called it the noblest public square in the world. This it certainly isn't now, simply because it is a quiet backwater.

I drove my reluctant guide on. Suddenly, rounding a bend, I stopped and exclaimed at the beauty before me. There, beyond an orchard in flower, lit by a low setting sun,

was an exquisite pair of pale, glowing turquoise domes, each different in height and size. As a foil to their richness was a background of three more domes in sandy brick. The turquoise tiles here seemed paler but more luminous than any others I had seen and glowed with light like the flowers of a *Gentiana Farreri*. This indeed was a moment of a lifetime.

Place of Pilgrimage

Next day we explored these tombs more fully. The group is named after one of their number who escaped his enemies down a well with his head cut off and is destined one day to return. This is now a place of pilgrimage for devout Moslems. The tombs with their brilliant blue decorative tilework stand on a hillside on

either side of a narrow passage and are reached after a climb up forty steep steps. The legend is that if you count the steps going up and coming down and arrive at the same total, you are without sin. But if the totals differ you are a sinner and must do penance by going up again on your knees.

All around are the lanes and mud houses of the old city, eyeless walls and featureless architecture frowning on twisting, narrow lanes. Each door opens on to a blank wall, and the little patio inside is hard to see.

The modern Russian city is quite different—one-storey houses and their backyards holding 200,000 people spread over a vast oasis. Yet there are relatively few Russians, and they as alien as I amid the dark Asiatics, who seem to have changed so little in centuries except for discarding the veil—old turbaned figures on donkeys, men sitting round the chai-khanas or tea-houses, cross-legged on a sort of bedstead of wood spread with rugs.

Living Well

People seemed to live well. The hotel restaurant was always full. There was a deafening band in the evening, and the diners looked as if they had just come out of a factory without much washing, all or nearly all in little round Uzbek skull-caps. You spit on the floor, and one joker picked his teeth with a fork. One night there was a straight fight in the dining room, ending with the contestants leaving in a Black Maria.

All sorts visit the hotel. One day I saw a local family checking in: father in boots, trousers, dressing gown and turban, hawk-nosed and bearded, a small child at hand; and mamma in trousers to the ankle, cloths round the head but not veiling the face, and an infant being suckled as she walked through the lobby.

After three days in Samarkand I took off for Bokhara, 200 miles further west. Here in a new 1960 hotel I joined Sam Goldwyn, Jr., an excellent travelling companion.

A word on the new hotel is perhaps not unfair. Completed early in 1960, it gives the impression already of being twenty years old and made of second-hand reclaimed material. The finish is crude beyond imagination—doors, windows, plasterwork, furniture and plumbing being of a standard quite unacceptable

in the Western world. While we were there all the water was off, and I am afraid I preferred to go dirty than wash and shave in the horse trough outside.

Never mind, it was worth it; for if Samarkand is remote, Bokhara is in outer space. Out of bounds from time immemorial, it was accessible to tourists for the first time in 1960. Between 1558 and 1888 only eleven Englishmen visited the city, and two of these were beheaded for their pains. From 1889 to 1960 I think it would not be an exaggeration to say probably fewer than two dozen Englishmen have reached Bokhara.

Beyond Recorded Time

The city goes back beyond recorded time, its situation in an oasis at an important crossroads of Asia ensuring that. It has survived war, pestilence, conquest, sacking, despotism, cruelty, and dialectical materialism. Today modern transport and modern living are bypassing it. A new town is growing outside the vast encircling mud walls, now largely collapsed. Roads have been broken through the old city, which is being allowed to return to the dust from which it was built.

But the great citadel or Ark, where once a whip hung over the door as a symbol of power, still stands; and high above the city soars the great Tower of Death, nearly 200 ft. high, built more than 800 years ago, used as a minaret, a lighthouse, a watchtower, and a gallows from which criminals were flung in sacks to be dashed to pieces on the stones below.

The Ark is empty today, ever since the last Emir fled in 1920 with all his movable treasure and a harem of both sexes. But it still carries a stench of cruelty and despotic power with its gruesome vermin pit where specially bred insects and reptiles preyed on the prisoners, and where once Stoddart and Conolly were lodged before they were led out to public execution in 1842. Here too the brave but eccentric Dr. Woolf, in full canonicals, Bible in hand, came to demand—enquire perhaps is a better word—of the Emir what he had done with these prisoners; and here until the Bolsheviks blew them away were all the trappings of the despotic East.

Well, I am glad I have seen Bokhara, for I doubt if it can long remain; but no doubt that has been said for centuries.



"Panther on the roof of Cardiff Castle"

Photo by P. Sandilands (formerly of Paints Division)